

Networking and NGOs:

How to Set up An Effective Electronic Discussion Group

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What is networking?

- "Networking is primarily about improving the flow of information amongst groups and people to gain greater access to mutual support, facilities and resources."
(Community Development and Networking, Alison Gilchrist, pub. CDF 1995).
- Networking is the building and maintaining of relationships with a wide range of individuals, groups, or institutions who share common interests, goals, or expertise.

Why Networking?

- Networking is a powerful way of building and maintaining relationships for the purposes of generating new opportunities.
- The more *reliable* relationships you build, the more you increase your network of opportunities. For instance, one relationship can provide a vast source of information that may lead to many opportunities.
- **Think about it!**

Online Networking

- Historically, the Internet was created as a major bridge to all networks available in the electronic world. A "network of networks" linking millions of computers worldwide for communications purposes.
- The Internet is the only global network of networks that presents opportunities for people of like-minds to truly network irrespective of locations

Different Ways of Networking Online

- One-to-one electronic communication i.e e-mail
- Many-to-many i.e. listserv and discussion e-groups
- Chat: *A text-based way to communicate real-time with other people. Instead of speaking, you type words to each other in "chat rooms".*
- Web publishing

Electronic Discussion Groups

- Two types:
 - Moderated (Must be approved before distribution).
 - Moderator take full charge of the group. Determines the focus of discussions, discussants, and the technical details.
 - Unmoderated (Free discussions).

Electronic Groups Available

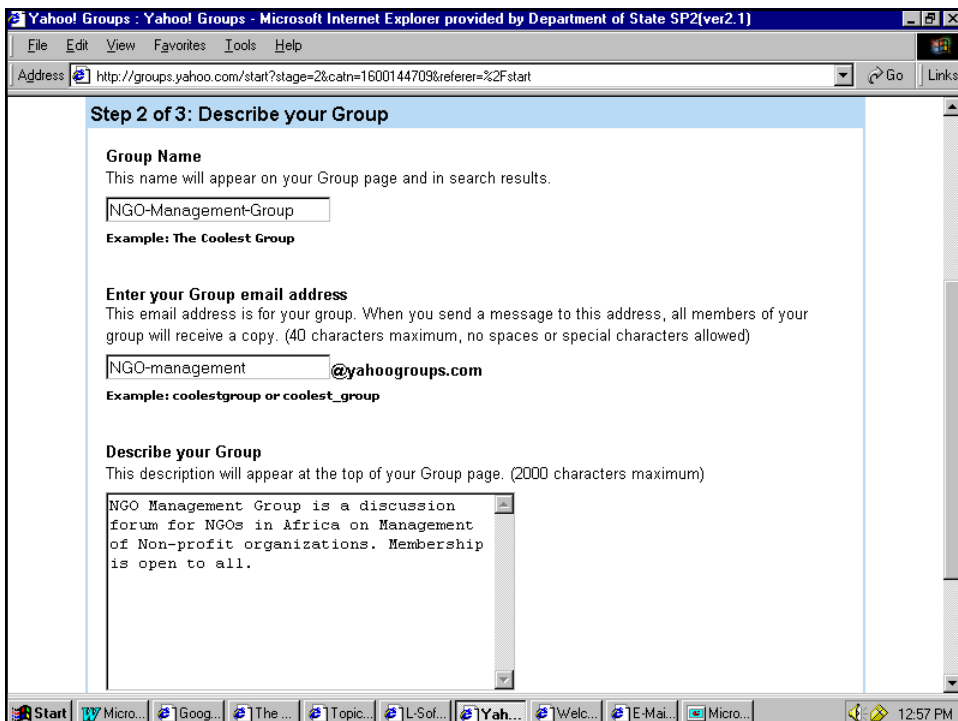
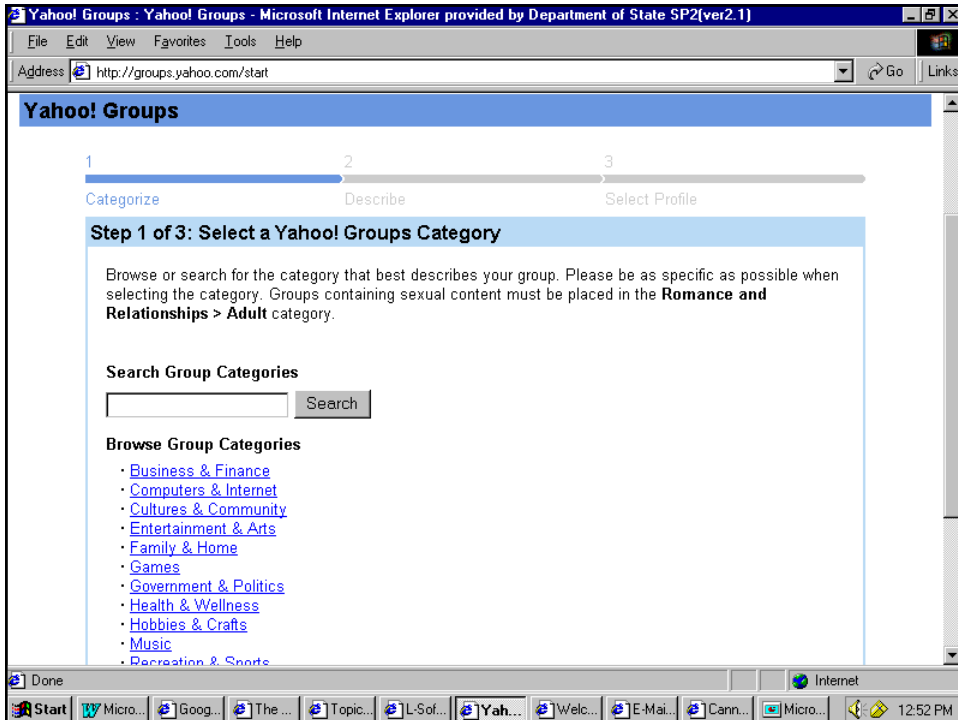
- Free Electronic Groups
 - **Yahoo Groups (Formerly E-Groups)** (<http://groups.yahoo.com>)
 - **Topica** (<http://www.topica.com>)
 - **Cool List** (<http://www.coolist.com>)
- Commercial Electronic Groups (Free sign-ups available but must install their software on your server-end.)
 - **Listserv** (<http://www.lsoft.com>)
- Many more from GOOGLE.COM

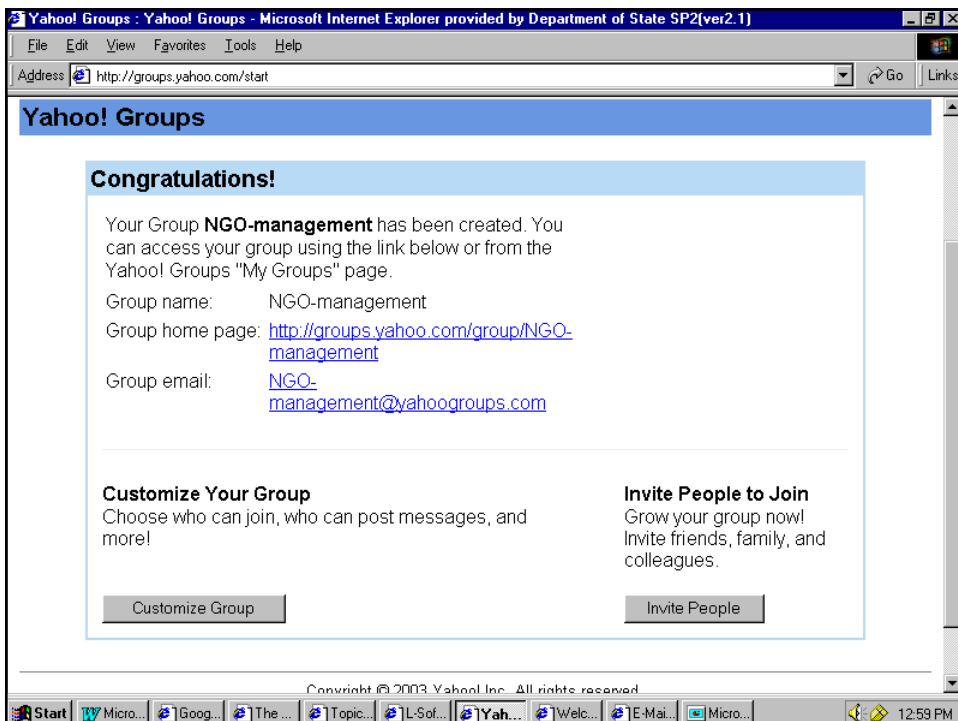
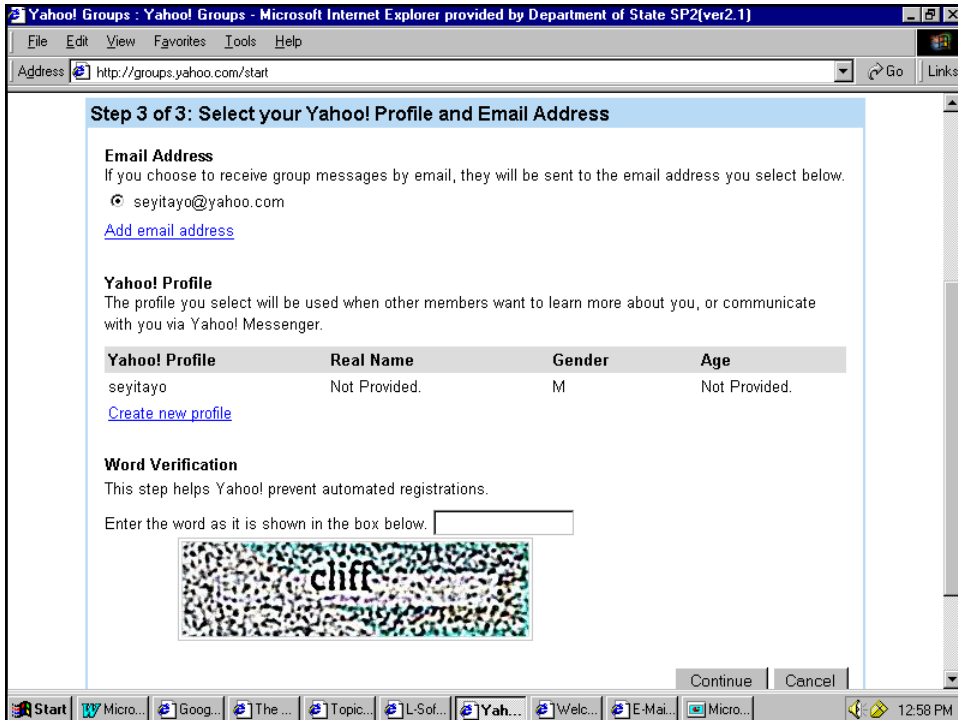
Major Operations on the E-Groups

- **Subscribe:** To add your name to the named mailing list.
- **Unsubscribe:** To remove your name from the named mailing list.
- **Post Message:** To send your contribution to the group. This will be sent to all members at the same time.

How to Set-up Your Discussion Group








Yahoo! Groups : NGO-management - Microsoft Internet Explorer provided by Department of State SP2(ver2.1)

File Edit View Favorites Tools Help

Address <http://groups.yahoo.com/group/NGO-management/> Go Links

NGO-management : NGO-Management-Group

Group Owner [[Edit My Membership](#)]



Description Category: **Free Stuff**

NGO Management Group is a discussion forum for NGOs in Africa on Management of Non-profit organizations. Membership is open to all.

Membership

You are a moderator of this group

[[Edit My Membership](#)]
[[Leave Group](#)]

Pending Activity

0 Members
0 Messages

Group Info

Members: **1**
Founded: **May 7, 2003**
Language: **English**

Group Settings

- Listed in directory
- Open membership
- Unmoderated
- All members may post
- Archives for members only
- Email attachments are permitted

Most Recent Messages

No messages for this group.

Group Email Addresses

Post message: NGO-management@yahoogroups.com
 Subscribe: NGO-management-subscribe@yahoogroups.com
 Unsubscribe: NGO-management-unsubscribe@yahoogroups.com
 List owner: NGO-management-owner@yahoogroups.com

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Management

Start Micro... Goog... The... Topic... L-Sof... Yah... Welc... E-Mai... Micro... 12:59 PM

Welcome to Coollist - The Free Mailing List - Microsoft Internet Explorer provided by Department of State SP2(ver2.1)


File Edit View Favorites Tools Help

Address <http://www.coollist.com/> Go Links

Congratulations!

[Home](#) [About](#) [Contact](#) [Tour](#) [Help](#)

 **WELCOME TO COOLLIST**
the free mailing list

Find a list to join:

List Directory	
Arts & Entertainment Movies, Music, Radio...	Reference Books, World Records...
Business Stock Market, Marketing...	Regional North America, Europe, Asia...
Computers Internet, Software, Hardware...	Science Math, Technology...
Games Conventions, Gaming Play...	Shopping Gifts, Toys, Flowers...
Health Fitness, Weight Loss...	Society

Registered Users

[List Owner](#) Login
[List Member](#) Login
[Unsubscribe](#) from Mailing List

Start a Mailing List

- Keeping in touch with your family
- Keeping in touch with old friends
- Keeping your clients up to date with new products
- Keeping your employees up to date
- Discussion groups

[Start](#) a list now! ★

Join a Mailing List

- Subscribe to a mailing list that interests you from the list directory
- Receive emails from the list's members
- Discuss your favourite topics with the list's members

Start Micro... Goog... The... Topic... L-Sof... Yah... Welc... E-Mai... Micro... Internet 1:03 PM

Create a New Mailing List

Mailing List Preferences

Mailing List Address: @coolist.com [\[Help\]](#)

Mailing List Name: [\[Help\]](#)

List's Description: [\[Help\]](#)
(Max 250 characters)

Subscription Policies

List Mode: [\[Help\]](#)

Subscription: [\[Help\]](#)

Your Details

Email Address: [\[Help\]](#)

Password: [\[Help\]](#)

Reconfirm Password:

Help

- Keeping in touch with our members
- Keeping your clients up to date with new products
- Keeping your employees up to date
- Discussion groups

[Start](#) a list now!

Help **Join a Mailing List**

- Subscribe to a mailing list that interests you from the list directory
- Receive emails from the list's members
- Discuss your favourite topics with the list's members

[Join](#) a new mailing list.

Help **What is Coolist?**

Learn how Coolist works by taking this [tour](#).

Topica: Start a List Today! - Microsoft Internet Explorer provided by Department of State SP2(ver2.1)

File Edit View Favorites Tools Help

Address <http://www.topica.com/create/index2.html> Go Links

topicaexchange Express yourself through your very own Topica Exchange email discussion – it's fast, easy and FREE!

Topica Exchange is a convenient, free way to stay in touch with friends, family, clients, and colleagues. Create your own email discussion group or newsletter and you can send regular communications to any number of subscribers with a single click of your mouse.

- Start an Email Discussion Group**
If you need to engage in lively information exchanges, share news with faraway family, or make ongoing plans with club members – then a discussion is your best place to start.
- Publish Your Own Newsletter**
If you prefer a venue to express your personal opinion, share professional expertise, or keep customers and partners up-to-date on your business, a newsletter is the way to go.

[Start a List!](#)

Already have a discussion list? Move it to Topica and you'll get *no ads in your list* plus our top-notch customer service (for you and your subscribers) all for free! [Contact us today](#), we're happy to help you move your list.

Why Should You Start an Email List on Topica?

Start a List to Win
Start a list and register today and you'll be entered to win a Hawaiian Cruise for two!
Some rules apply.

Here are some examples of groups that really benefit from our tools:

- Job recruiters
- College alumnae groups
- High school alumni
- Sports teams
- Former work colleagues
- Non-profits**
- Music & dance clubs
- Realtors
- Cooking clubs
- Church groups

Start Microsoft ... Google Se... The United... Topica: ... Yahoo! Gro... E-Mail Disc... Microsoft P... 1:04 PM

How to Get the Best Out of Your E-group?

- Follow the ethics of the group (Netiquette -Network Etiquette)
- Do not type in ALL CAPS (shouting)
- Do not post advertisement un-necessarily. They might get bored
- Rather use a cute Signature to market your outfit
- Set your e-mail line length to a maximum of 65-70 characters across. Otherwise it might wrap the text.
- Remember to write well - it is a permanent record.
- Keep your write-up very short, sweet , simple and straight to the point. It must be useful to members of the group.

How to Get the Best Out of Them

- Use the web addresses (<http://...>) rather than sending the entire web pages.
- Write descriptive subject lines. Many busy people will only open messages with captivating subject lines. Think creatively.
- When forwarding messages, put your comments at the top of the message.
- Avoid sending large attachments to the discussion group to avoid clogging of the net.

Conclusion

Electronic communication is wasted unless we use it to seek out, cultivate, and nurture relationships with other human beings.

The End

Thank You